

SYEDA KINZA NAWAB

Lecturer

Contact Number: 0342-5333993

Email Address: Kinza.nawab77@gmail.com

Professional Summary

Developed skills in educational environment, including effective communication, critical thinking, and curriculum planning. Seeking to transition into new field where these skills can be applied and further expanded. Committed to making positive impact and contributing to team success.

Research Interest

My research interests converge around the dynamic intersection of Green Human Resource Management (GHRM), Project Management, Artificial Intelligence (AI), Cultural Change, and Women's roles within these domains. Specifically, I am intrigued by how GHRM principles can be effectively integrated into project management practices to promote environmentally sustainable initiatives.

Experience

Air University – Visiting Lecturer 02/2025
– 07/2025

Subject – Principles of Marketing

Project: Cybersecurity Awareness Campaign – Digital Defense Initiative

Description: Led a digital marketing campaign to raise cybersecurity awareness among university students. Developed targeted content, including blog posts, social media graphics, and email newsletters, to educate students on phishing scams, password security, and safe browsing practices.

Key Contributions:

- Designed a content strategy focusing on engaging and informative cybersecurity tips.
- Utilized SEO techniques and social media analytics to optimize reach.
- Partnered with cybersecurity experts for webinars and Q&A sessions.
- Measured campaign effectiveness using Google Analytics and survey feedback.

Results: Increased student engagement, improved cybersecurity awareness scores and achieved webinar registrations.

Air University - HR Assistant

01/2023 – 01/2024

- Assist the manager in the recruitment process, including sourcing candidates, conducting interviews, managing the selection process and onboarding of staff and faculty for all campuses.
- Conduct thorough background checks and reference verifications on prospective candidates.
- Design the Job Description for different positions and posting on website.
- Assist the manager in creating and implementing HR policies and procedures in accordance with institution's objectives and legal requirements.
- Assist to conduct orientation sessions and presenting new employees to the institution's policies and culture.
- Prepare minutes of meeting for annual meetings, selection boards and promotions boards.
- Handle HR data, such as employee records, time and attendance records, and salary data.
- Deal with employee requests regarding human resource issues, rules, and regulations.
- Complete termination paperwork and exit interviews.
- Work collaboratively with supervisors to identify training needs and develop initiatives for staff training.
- Work on faculty and staff Performance Tracking and Improvement System to maximize their performance.
- Assist the manager in assigning a mentor to a new joiner (mentee) to ensure smooth operations, handle appraisals, and maintain data.

Education

MS Project Management

COMSATS, Islamabad, Pakistan

02/2020 – 01/2022

Thesis Title:

The Effect of Transformational Leadership on Project Success: Mediating Role of Team Building and Moderating Role of Goal Clarity

Bachelor in Business Administration

Human Resource Management
COMSATS, Islamabad, Pakistan

02/2014 – 01/2018

Semester Projects

- Conducted an interview with an Assistant Superintendent of Police (ASP) from the Women's Police Force in Islamabad.
- Conducted research on how society perceives, attitudes towards, and cultural influences on women in the police force.
- Explored the impact of culture on students' interest in entrepreneurship through a research paper.
- Identified a challenge within Save Mart, and proposed a solution after analysis.
- Interviewed the Dean of the faculty at COMSATS.
- Organized a seminar on the topic of globalization.
- Visited Koh-e-Noor Textile Mill in Chakwal.
- Generated a comprehensive report based on the visit.
- Hosted a seminar focusing on the art of CV writing.
- Conducted an interview with an entrepreneur at Cubator, Islamabad.

Skills

- Student engagement
- Group instruction
- Critical thinking
- Team building
- Student-centered learning
- Innovative lesson planning
- Project-based learning Workshops

Workshop

Cognitive Project Management in Artificial Intelligence

(PMI)

06/2025

Certificates

CPD Training of Advance Excel

(Air University)

08/2023

CPD Training of Effective Communication and Presentation Skills (Air University)

07/2023